

FW: The facts

Subject: FW: The facts
From: "Carol Schatz" <@>
Date: 02/16/2017 11:01 AM
To: mrumsey@ccala.org

Do you have a phone no. for Mike Shimpock? Thanks.

Carol E. Schatz
President & CEO

 <https://www.downtov>

Downtown Center Business Improvement District
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From: Mike Shimpock, Coalition to Protect LA Neighborhoods & Jobs
[mailto:info=goestoofar.com@mail90.atl111.rsgsv.net] **On Behalf Of** Mike Shimpock, Coalition to
Protect LA Neighborhoods & Jobs
Sent: Thursday, February 16, 2017 10:45 AM
To: Carol Schatz
Subject: The facts

We can stop Measure S.






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I just got some junk mail claiming Measure S will “support affordable housing” and I’ve just about had it. It’s an outright lie—one of many the S campaign has spent millions putting out there.

We don’t have billboards all over town, but we have the facts and we have faith that LA will not be fooled by claims that don’t pass the sniff test.

Here are the facts. Please share them:

- Measure S will cost LA's economy nearly \$2 billion a year [1] 
- Measure S will cut over 12,000 good jobs and \$640 million in wages every year [2] 
- Measure S will ban 90% of planned opportunity sites for new homeless and affordable housing in LA [3] 
- Measure S will cost taxpayers \$70 million a year that could be used for schools, parks, libraries, etc. [4] 
- The Measure S "2-year" housing ban could last up to 10 years or longer [5] 

See a pattern here? The Measure S campaign wants this to be a referendum on City Hall corruption. But it's a housing ban in reformer's clothing.

The next time you get a call from the Measure S campaign, or one of their representatives comes to your door and says it does something good for affordable housing, just ask "how?" You'll get a different non-answer every time.

They can say it, but they can't explain it—because it's just not true. This is why the LA Times, Mayor Garcetti and the largest coalition in LA history all oppose Measure S.

Share the facts and help us stop this disaster of a ban. Vote NO on Measure S, March 7.

Thanks,

Mike

Mike Shimpock

Campaign Manager

Coalition to Protect L.A. Neighborhoods & Jobs

Get the facts:

[1] [2] [4] [5] Beacon Economics, Measure S: Economic Policy Analysis (December 2016) - www.GoesTooFar.com/Report

[3] 90% of City of Los Angeles Request for qualifications / proposals for the affordable housing opportunity sites (July 25, 2016) require a General Plan Amendment to be built – Measure S blocks those housing

sites from being built.



Paid for by Coalition to Protect L.A. Neighborhoods and Jobs, No on S, a team of businesses, labor organizations, homeless advocates, renters, and homeowners. Major funding by CH Palladium, LLC and No on S - Build Better L.A. Sponsored by Los Angeles County Federation of Labor, AFL-CIO, Coalition of Organizations Representing Working Men and Women, and Businesses.

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Additional information is available at
ethics.lacity.org.

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